

Lesson 23.1 Benefits of a Marketing Career

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F 1. Marketing is less important to businesses today than it was in the past.
- T 2. Marketing jobs are found at the lowest and highest levels of a company and are available for people with varied amounts of education and experience.
- F 3. Marketing jobs are found in only one-fourth to one-third of all businesses.
- T 4. A career is a chosen area of work, usually made up of a progression of jobs, that provides personal and professional satisfaction.
- T 5. Many large U.S. companies have CEOs who started their business careers in marketing.
- T 6. As companies develop new products and services for identifying new market opportunities, marketers are involved from the beginning.
- F 7. When economic conditions are poor, marketing employees are often the first to be reduced and the last to be rehired.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- B 8. In the United States, marketing jobs are
 - A. about 15 percent of all jobs
 - B. between 25–33 percent of all jobs
 - C. nearly 50 percent of all jobs
 - D. over 75 percent of all jobs
- C 9. _____ is an ongoing process involving self assessment, career exploration, and decision making leading to a satisfying career decision.
 - A. Career education
 - B. Personal development
 - C. Career planning
 - D. Job preparation
- A 10. The most common reason why a person is not considered when a position is filled in an organization is
 - A. lack of appropriate preparation
 - B. unreasonable compensation requests by the potential employee
 - C. geographic limitations
 - D. disability

Activity 1 • Analyzing Career Requirements

Directions: Picture the career position you would like to have ten years from now. It does not have to be a marketing position. Use the library or Internet to find more information about the position and the preparations you need to complete to hold the position. Answer the following questions.

Answers will vary.

Job title: _____ Salary range: _____

Main duties and responsibilities: _____

Is it a marketing career? Yes _____ No _____

How can marketing skills benefit you in the career? _____

Important skills needed: _____

Education required: _____

Experience required: _____

Two companies you would like to work for that have this position: _____

Activity 2 • Marketing Is Everywhere

Directions: Using newspapers and the Internet, locate companies and job opportunities that fit each of the following criteria:

Answers will vary.

A marketing company with a marketing job:

Company _____ Job title: _____

A non-marketing company with a marketing job:

Company _____ Job title: _____

A nonprofit organization with a marketing job:

Company _____ Job title: _____

An international company with a marketing job:

Company _____ Job title: _____

A marketing company with a non-marketing job:

Company _____ Job title: _____

Lesson 23.2 Employment Levels in Marketing

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Career planning increases your chances for a successful career.
- F 2. The knowledge and skills needed to be successful in a job will not change over time.
- F 3. A career path is a series of unrelated jobs all having similar knowledge and skill requirements.
- T 4. A person's career plan will probably change several times in the future.
- T 5. Most people who hold entry-level positions do not view the job as the first step in a career path.
- T 6. People in career-level positions usually view the work as more than a job to earn money.
- F 7. Today, most career positions in marketing require only a high school degree.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D 8. The levels of employment in marketing, in the correct sequence, are
A. entry, specialist, career, supervisor/manager, and executive/owner
B. entry, supervisor/manager, career, specialist, and executive/owner
C. specialist, career, entry, executive/owner, and supervisor/manager
D. entry, career, specialist, supervisor/manager, and executive/owner
- A 9. Which of the following is not a foundational skill needed by marketers?
A. marketing functions
B. business principles
C. interpersonal and basic work skills
D. academic preparation
- D 10. Interpersonal skills are important to marketers because they
A. work with people on their marketing team
B. communicate with customers to solve problems
C. are involved regularly with people inside and outside of the company
D. all of the above

Activity 1 • Marketing Communication

Directions: Marketing communication is used in business for many purposes in addition to promoting and selling products. It is an important tool in resolving customer problems. You are a marketing supervisor presented with each of the following customer problems. Describe how you would use effective communications to resolve the customer’s concern.

Answers will vary. The scenarios provide excellent opportunities for students to role-play solutions to the problems.

Roberta Flagg purchased a front loading washer from your store. It is a model with many features that she has not used before. After three attempts to use it, she is dissatisfied with the performance of the washer.

Jeffrey Smith has been in your store for fifteen minutes. The store is very busy, and he feels your salespeople have ignored him and treated him rudely.

Grace Wilson recently purchased a dining room table from your furniture company’s web site that was delivered by another company. After it was delivered and set up in her dining room, she discovered a deep scratch on one of the table legs. The delivery personnel had already left when she found the problem.

Aston Jetta purchased a new computer from your store on Wednesday. Over the weekend, your store promoted a very similar model at a 15 percent price reduction. Aston wants to return his computer for the one being promoted. Your store has a policy that customers returning technology products that do not have defects are charged a 10 percent restocking fee. Aston doesn’t believe he should have to pay that fee since he should have been informed of the upcoming promotion.

Lesson 23.3 Marketing Education and Career Paths

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Many high schools offer business and marketing classes as electives designed to develop general knowledge of marketing principles.
- T 2. A Marketing Education program incorporates three types of complementary learning experiences—introductory and advanced courses in marketing, business work experiences, and a student organization.
- T 3. Community colleges offer Associate of Arts, Associate of Applied Science, and shorter certificate programs in marketing.
- T 4. Cooperative education provides work experience.
- F 5. If you earn a college degree, there will be no need for further study during your marketing career.
- T 6. In recent years, businesses have reduced the number of levels of management and given the employees more responsibility and authority.
- F 7. Management jobs provide the only means to get to the top in a marketing career.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- B 8. The international association of high school and college students studying marketing, management, and entrepreneurship in business, finance, hospitality, and marketing sales and service is
 - A. the Marketing Education Association
 - B. DECA
 - C. Junior Achievement
 - D. Business Students of America
- D 9. Marketers can continue to educate themselves after employment by
 - A. earning a Master of Business Administration
 - B. attending conferences and seminars
 - C. reading business and marketing magazines
 - D. all of the above
- A 10. If you select a career path in distribution, marketing-information management, risk management, or financing, your career path is based on
 - A. marketing functions
 - B. marketing industries
 - C. marketing career levels
 - D. marketing skills

Activity 1 • Organizing Career Paths

Directions: Match the job titles on the left with the correct career paths on the right. Organize the job titles in the correct sequence to illustrate a possible career path.

Answers can vary. Suggested sequences are shown.

Project Leader Licensed Practical Nurse District Manager Battalion Chief Nurse Practitioner Department Manager Project Consultant Regional Director of Retail Operations Captain IT Manager Fire Chief Senior Programmer Registered Nurse Store Manager Vice President of Technology	Nursing Nurse's Aide ↓ <u>Licensed Practical Nurse</u> ↓ <u>Registered Nurse</u> ↓ <u>Nurse Practitioner</u>	Firefighting Firefighter ↓ <u>Captain</u> ↓ <u>Battalion Chief</u> ↓ <u>Fire Chief</u>
	Retailing Customer Service Rep ↓ <u>Department Manager</u> ↓ <u>Store Manager</u> ↓ <u>District Manager</u> ↓ <u>Regional Director of Retail Operations</u>	Technology Programming Intern ↓ <u>Senior Programmer</u> ↓ <u>Project Consultant</u> ↓ <u>Project Leader</u> ↓ <u>IT Manager</u> ↓ <u>Vice President of Technology</u>

Activity 2 • Career Possibilities

Directions: For each marketing function listed below, list five possible jobs that relate to that function. Try to think of jobs in a variety of industries and at different career levels.

Answers will vary.

Function	Jobs
Promotion	
Distribution	
Pricing	
Selling	
Product Planning	

Lesson 23.4 Beginning Career Planning

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. People often move into totally different areas of work than they originally planned.
- T 2. Employers value experience because it demonstrates interest in business, motivation, interpersonal skills, and the ability to apply what has been learned in school.
- F 3. It is not easy to find an entry-level job in marketing because the number of jobs is limited.
- F 4. It is important that your career plan be very specific, even at the beginning.
- F 5. Everything you do whether good or bad should be included in your career portfolio.
- T 6. An electronic portfolio is similar to a traditional career portfolio except it is prepared, maintained, and saved using computer technology.
- T 7. If you are offered a job after an interview but it does not fit your career plan, it is appropriate to decline the offer.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D 8. You can add to work experience by
 - A. completing an internship
 - B. volunteering in community organizations
 - C. participating in school activities
 - D. all of the above
- C 9. Which of the following is *not* a step in developing a career plan?
 - A. complete an assessment of your current knowledge, skills, and interests
 - B. identify the education and experience requirements for the marketing careers that interest you
 - C. complete a written job application
 - D. make a list of the knowledge and skills you will need to develop
- A 10. A career portfolio
 - A. demonstrates your education and experience
 - B. contains information about jobs for which you have applied
 - C. identifies potential employers
 - D. all of the above

Activity 1 • Job Application Worksheet

Directions: Complete the following worksheet with information that can be used to help you with job applications. (*Some personal information required for most applications is not included to protect your privacy.*) After completing the worksheet, obtain a job application from a local business. Use the worksheet to complete the application and prepare a one-page letter to the company highlighting your qualifications for the job and requesting an interview.

Answers will vary.

Name: _____ Address: _____

Telephone: _____

My Career Objective: _____

Job Titles related to my Career Objective: _____

Academic Courses and Educational Experiences: _____

Basic Employment Skills: _____

Specific Marketing Skills: _____

Paid and Non-Paid Work Experiences: _____

Volunteer Work and Community Service: _____

School Activities and Major Projects: _____

Leadership Roles and Teamwork: _____

Achievements and Recognition: _____